

WHITEFISH CVB CHICAGO CAMPAIGN

Businesses in the Flathead Valley created an Airline Enhancement and Retention Organization (AERO) to draw more flights to Glacier Park International Airport. Through AERO, United agreed to a once-a-week winter seasonal Chicago flight, with revenue guaranteed funds raised by community businesses.

The Whitefish CVB partnered with Whitefish Mountain Resort and utilized state co-op opportunities to gain visitors from the Chicago area to support this flight. The WCVB also leveraged public relations and social media efforts to get the word out to Chicagoans about the flight.

Elements of Advertising Campaign:

- MTOT OnTheSnow.com Co-op with IL as a geotargeted location
- OnTheSnow.com Geotargeted banner, mobile and custom enewsletter
- Digital Bulletins targeting O'Hare
- O'Hare United Club Digital Displays
- CTA Blue Line Posters
- Facebook Promoted Posts and Timeline ads

Public Relations/Social Media

- Hosted Chicago travel writer Nina Hahn
- Hosted Chicago Digital Influencers from EveryGirl.com
- Multiple posts on social channels targeting Chicago

Did they Come?

As of February 16, the flight is 64% booked. An estimated 65-70% needs to be booked by the last flight on April 4 to not lose a substantial amount of revenue guaranteed funds.

Whitefish Mountain Resort has seen a 30% increase from the previous season with Illinois reservations. Skier data shows the Chicago DMA at 2.4% - up from previous year of .2%, moving Chicago to number 8 for destination markets from number 23. This is especially important as other key markets are down in lodging reservations.

CAMPAIGN RESULTS:

Advertising Campaign:

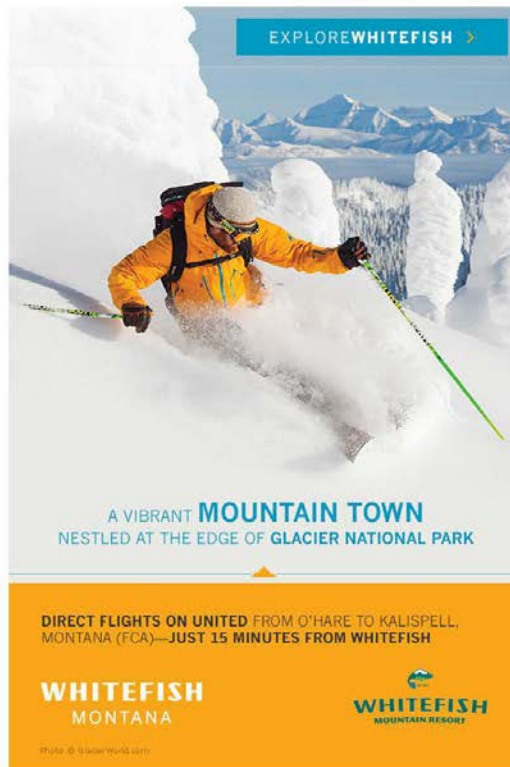
- Average .16 CTR on OnTheSnow.com MTOT Co-op (Geotargeted to multiple states including IL)
- OnTheSnow.com Chicago-specific WMR/WCVB campaign
 - 162,850 impressions
 - .14% CTR on banner ads
 - 1.11% CTR for homepage wallpaper takeover
 - .47% CTR mobile email blast
- 13 Million impressions for Out of Home campaign
- Facebook timeline campaign:
 - 41,138 Impressions
 - 2.35%CTR

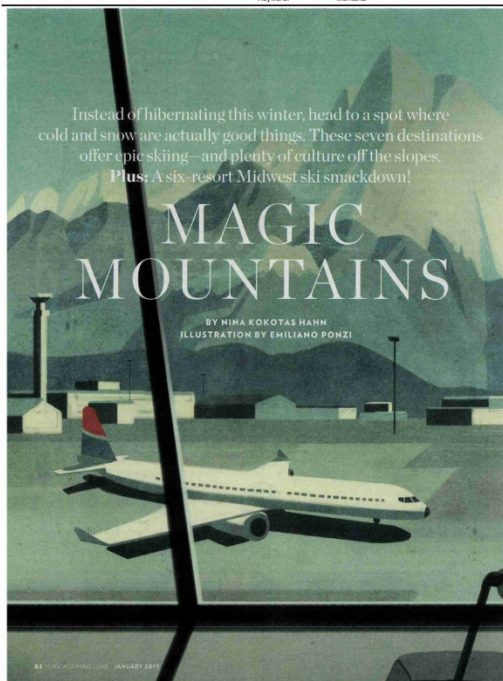
Public Relations:

- Morning travel segment on WGN Chicago
- Chicago Magazine "Magic Mountains" article
- ChicagoMagazine.com article

CAMPAIGN PHOTOS

Examples of campaign creative



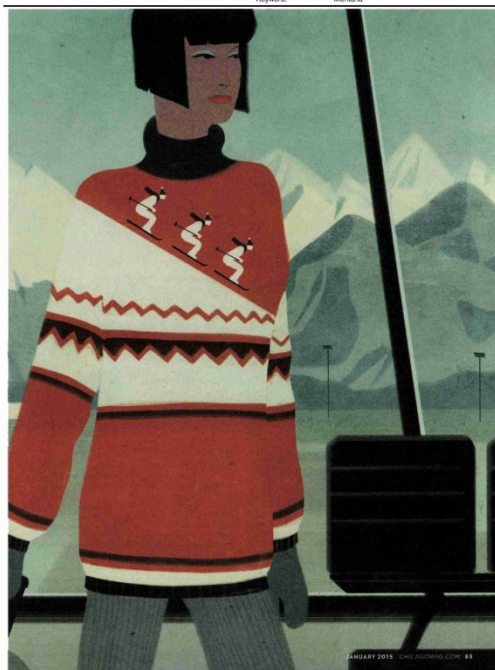


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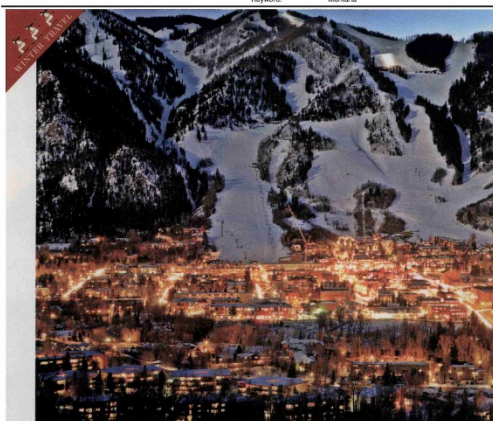


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Aspen, Colorado

Handing rub elbows with extreme athletes at Aspen Snowmass's least crowded mountain.



Don't let this year's Winter X Games—which will be held at Buttermilk (aspensnowmass.com, buttermilk) from January 23 to 25—fool you. Most of this mountain is considered easy or intermediate for skiers, and its runs are some of Aspen's least crowded. Of Aspen Snowmass ski resort's four peaks, Buttermilk is the most beginner friendly, but there's still that 23-foot superpipe to give wannabe extreme athletes something to shout for. Bring the kids: This season, Buttermilk added the Kidsway, a 65 million 7,000-square-foot children's ski school center with a playroom and lookout tower.

LIFT TICKETS From \$107

WHERE THERE The 35,000-square-foot new home of the Aspen Art Museum (aspenartmuseum.org), designed by Pritzker Prize-winning architect Shigeru Ban, opened in August. It's worth a visit just to see the exterior woven wonder panels encasing a three-story glass cube. The museum, which houses no permanent collection, focuses on contemporary works. Through March 1, make a point of catching the Marcel Broodthaers installation *Decor A Concept*, which juxtaposes objects of comfort and war, or the exhibit of incredible drawings and paintings from abstract expressionist Agnes Martin's 40-year career.

WHERE TO STAY The historic 95-room Hotel Jerome (from \$65, hoteljerome.aspengroup.com) is Aspen's answer to swank lodging. Built in 1889 and renovated in 2012, the hotel showcases Native American patterns and plush bespoke furnishings alongside mixing and matching.

GETTING THERE Fly direct to Aspen in three hours, then drive 10 minutes to the resort.

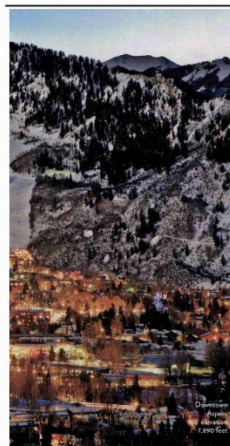
Lift ticket prices are per day and based on purchase at least a week in advance.

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Whitefish, Montana

Soak up the views at this well-kept secret.



The panoramic views at **Whitefish Mountain Resort** (whitefishski.com), which include Glacier National Park, will amaze you, as will the fact that this 3,000-acre ski area is still a relative secret—and bargain. Intermediate skiers flock to cruisers like Inspiration, which hugs a tree-lined pass on Big Mountain before opening to a scenic route down; meanwhile, experts shove off the steep cliffs of the East Kim. Everyone gets lucky on so-called inversion days, which usually hit a few times every winter. High pressure causes clouds to form close to the valley floor, leaving skiers overlooking a stunning ocean of powder puff.

LIFT TICKETS From \$71

WHERE THERE Hanging out in the artsy mountain town of Whitefish. At the Stumptown Art Studio (stumptownartstudio.org), a nonprofit community center, the staff will help you make a mosaic, paint pottery, or knit gloves and live in the on-site kin. From January 23 to 25, head to the World Ski Joring Championships, a skiing-meets-rodeo contest in which horses pull skiers around a 700-foot obstacle course.

WHERE TO STAY The Lodge at Whitefish Lake (from \$175, lodgesecondwhitefish.com) positions you between town and mountain, with free shuttle service to both. Warm up in front of your fireplace—every room has one, as do the two new luxury cabins (from \$450).

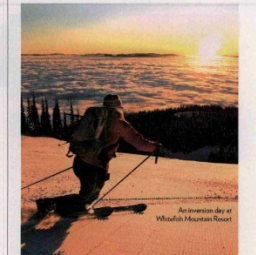
GETTING THERE United now offers seasonal direct flights to Kalispell every Saturday. Fly there in three hours and 45 minutes, then drive 15 minutes to Whitefish. Other days, connect through Denver for a six-hour trip.

MUST-HAVE SKI APPS

OnTheSnow: The TripAdvisor of ski resorts offers more than reviews. Follow snow reports, sign up for powder alerts, and watch live webcams at 2,000-plus resorts. Free.

TrailMap 3D: Download 10 maps of more than 750 resorts around the globe for easy mountain navigation and dead-end access. \$4.99.

Ski Tracks: Log your altitude, distance, speed, vertical feet, and ski route on a satellite map. No cell signal required. \$9.99.



An inversion day at Whitefish Mountain Resort.

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Four Reasons to Take United's New Direct Flight to Whitefish, Montana

There's more than the upcoming Winter Carnival—this is the place for skiers looking for something fresh.

BY NINA KOKOTAS HAHN

PUBLISHED JAN. 26, 2015



Views of Glacier National Park from the summit of Whitefish Mountain Resort. PHOTO: BRIAN SCHOTT

This winter, United has launched new direct flights to [Whitefish](#) in northern Montana. There's more than the upcoming [Winter Carnival](#) (February 6 to 8)—this is the place for skiers looking for something fresh. Here are four reasons to go now.

1. New Direct Flights Get You There Fast

Getting to Whitefish used to require at least one stop. Now, you can get there on a direct, three-and-a-half-hour flight that runs every Saturday between Chicago-O'Hare (ORD) and Glacier Park International (FCA), an awesomely tiny airport that's only a 15-minute drive to Whitefish. The flight runs through April 4, 2015 (after which direct flights increase for the spring and summer

<http://www.chicagomag.com/travel/january-2015/Four-Reasons-to-Take-Uniteds-New-Direct-Flight-to-Whitefish-Montana/>

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Four Reasons to Take United's New Direct Flight to Whitefish, Montana | Chicago magazine | Travel & Visitor's Guide January 2015

high season). We found rates around \$500.

2. Whitefish Mountain Resort is Stunning—and Wide Open

Set against the backdrop of nearby [Glacier National Park](#), Whitefish's 3,000-acre ski mountain—[Whitefish Mountain Resort](#)—is a huge, beautiful gem. With a summit at 6,817 feet, a vertical drop of 2,300-plus and 105 marked runs, there is endless terrain to explore, especially for intermediate skiers on up. Did we mention the scenery? Rows upon rows of giant evergreens line the mountain (many of which are heavy with snow), peaks and lakes dot the horizon, and when the sky is not bright blue, you'll find yourself skiing through a heavenly stack of clouds.

3. Great Deals Are Easy to Find

Once you land in Whitefish, the deals rage on. Stay right on the mountain to ski in/ski out at the cozy, woodsy [Kandahar Lodge](#) (from \$151). Breakfast is included and you get direct access to [Café Kandahar](#), where three-time James Beard-nominated chef Andy Blanton courses out a beautiful, locally inspired menu. Or stay at the luxurious, big-timber-style [Lodge at Whitefish Lake](#) for only \$115 a night. Every room has a fireplace; complimentary shuttle rides are offered to and from the airport, town, and mountain; and you'd pay more than \$250 for that same room in the summer high season. When it's time to ski, \$71 will get you a full-day lift ticket, \$20 a night skiing pass (!), and \$75 buys beginners two half-days of lessons and two full days of rental equipment and lift tickets.

4. See Glacier National Park Sans Crowds

A 30-minute drive from Whitefish, Glacier National Park is breathtaking—and open in the winter. That means you can experience it without the crowds. Rent a pair of snowshoes from [Paddlefish Sports](#) for a walk around the park's Lake McDonald.

Travel News

Why the Google Translate May Become Your Favorite Travel App

Need to translate that restaurant menu? Read wall text at a museum? Just point the app's camera at the sign, and it'll automatically translate it, showing an overlay of text right over the sign itself. More at [Wendy Perrin](#).

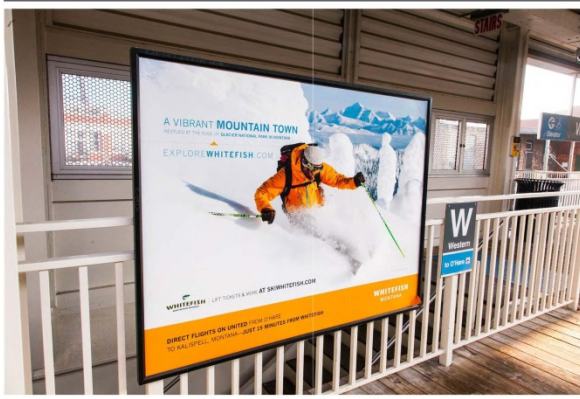
Doesn't This Make You Want to Take a Cruise?

From virtual balconies and adult's-only sundecks to ropes courses and high-tech entertainment, check out these [11 amazing cruise ship innovations](#).

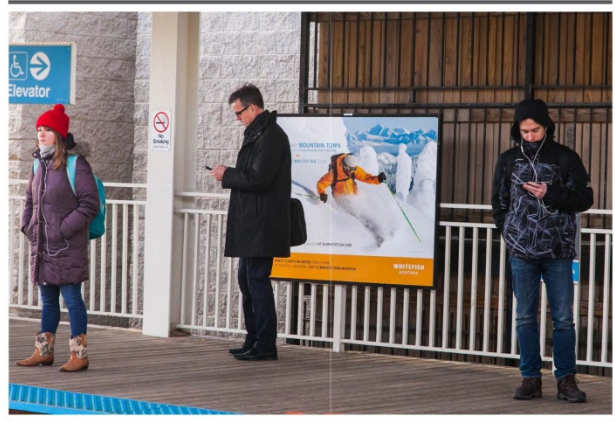
Ski With a U.S. Ski Team Member at Michigan's Boyne Highlands Resort This weekend from January 30 to 31, [Boyne Highlands Resort](#) is hosting a women's-only ski clinic with

<http://www.chicagomag.com/travel/january-2015/Four-Reasons-to-Take-Uniteds-New-Direct-Flight-to-Whitefish-Montana/>

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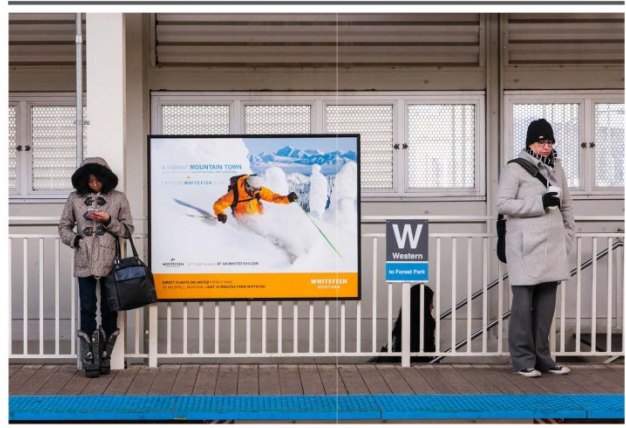
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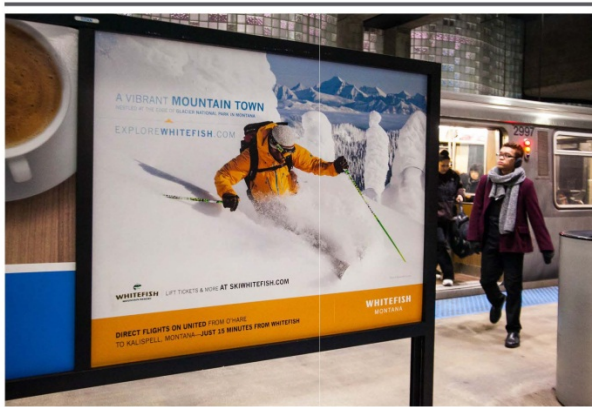
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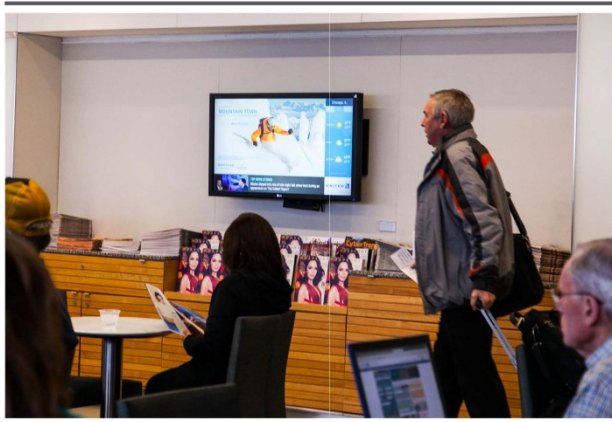
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air montana tourism airport digital - united club display



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